

Yavorsky M. The phenomenon of populism through the prism of the history of political thought (intuitive search and conceptualization of the term)

In the current context of the reintegration of East and West, Europe faces an increasing problem of the emergence of extreme right-wing political parties. During the last decade, European society has witnessed a real rebirth of populist ideas in many developed democracies. The purpose of our study is to follow the process of the birth of the phenomenon of populism and its evolution throughout world history.

The roots of populism date back to the II-I century BC in the time of the Roman Empire, when the ideological and political flow of the popularists had appeared. Populators used the bright oratory art, with which they intended to influence the crowd, but no significant progress was achieved by this movement. The ideas of populism can be found in the works of the writers and philosophers of the Enlightenment, in particular the French enlightener Rousseau; during the English bourgeois revolution of the XVII century, when, for the first time in English history, the non-privileged citizens of society were drawn into the political process.

Populism as the direction of a political strategy appeared in the United States after the Civil War. Thanks to organized protest actions of farmers against US financial policy, the American economy changed, populists again brought the thesis of "the happiness of a little man", his material well-being and spiritual harmony into the palette of political life in the United States. We can observe the vivid manifestations of populism and its evolution on the example of the activity of the Populists in Russia, the revolutionary events of the Paris Commune, the Russian Revolution of 1917. At this time, populism relied on the idea of charismatic leaders who often mythologized their "own designs."

Such countries of Latin America as Argentina, Venezuela and Brazil, became the fertile soil for the new brounch of populism of the twentieth century. The emotional settings of the masses, eloquent rhetoric, media support and liberal reforms gave short-term results and high support to populist leaders.

Modern populism uses the slogans of combating migrants, which shatter the Christian traditions, undermine the economic foundations of developed countries. Striking evidence of this was the coming to power of populist leaders in Norway, Denmark and the United States.

Key words: populism, leader, political phraseology, political process, ideological struggle, struggle for economic and political rights.